

RJ REYNOLDS
TOBACCO COMPANY

COPY

August 12, 1997

RJR Account #236370

F. Gray
GRAYS WHOLESALE

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

SALEM TEAR TAPE PROMOTION #701497: SEPTEMBER AND OCTOBER 1997

Dear Fran:

SALEM .30¢ tear tape product has been ordered, as well as **11** SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods; September and October. Utilize the same Customer List for each drive period. New Displays will not be shipped with the October drive period (see enclosed Retailer Letter).

Display Detail / Item #530123

<u>SKU CUBE:</u>	0.4890
<u>SKU WT (w/o Product):</u>	1.4480 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (2 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR OCTOBER DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162201
Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SEPTEMBER DELIVERY
SALEM TEAR TAPE
GRAYS WHOLESALE

September Drive Period 709 / Promotion #701497

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

DISPLAY LOAD (4 CARTONS):

1 CARTON EACH:

SALEM FULL FLAVOR

SALEM LIGHT

SALEM FULL FLAVOR 100

SALEM LIGHT 100

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR OCTOBER DRIVE PERIOD
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)**

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	1
12300-24196	Light	1
12300-24195	Full Flavor 100	1
12300-24197	Light 100	1

Product / Premium Arrival: September 2, 1997

Ship Date to Retail: Week of: September 8, 1997

EFT \$ Amount: \$N/A

Non-EFT \$ Amount: \$1,438.48

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

SEPTEMBER DELIVERY

51852 1821

OCTOBER DELIVERY
SALEM TEAR TAPE
GRAYS WHOLESALE

October Drive Period 709 / Promotion #701497

PROMOTION DESCRIPTION: UTILIZE THE SEPTEMBER CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM \$3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 4-CARTON DISPLAY WHICH WAS SHIPPED WITH SEPTEMBER DRIVE PERIOD.

UPC Code	SALEM <u>BRAND STYLE</u>	#/ (6M) Cases <u>@ .30¢ Off</u>
12300-24194	Full Flavor	1
12300-24196	Light	1
12300-24195	Full Flavor 100	1
12300-24197	Light 100	1

Product Arrival: October 6, 1997

(No Displays will be shipped)

Ship Date to Retail: Week of: October 13, 1997

EFT \$ Amount: \$N/A

Non-EFT \$ Amount: \$1,438.48

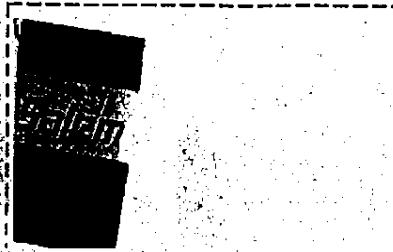
R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

OCTOBER DELIVERY

51852 1822

Retail Accounts with Vap Supplier for Salem Tear Tape Program (September / October)

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS											SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS											
SR TERR	ACCT	ACCOUNT NAME	ADDRESS	CITY	VAP			VAP			SUPPLIER	King	FF	Salem	Ltr	Salem	King	FF	Salem	Ltr	Salem	
					ST	WHLSR	VAP AMT	WHLSR RATE	VAP AMT	WHLSR RATE												
162201	171520	THE GENERAL STORE	816 BRADLEY ST	WATERTOWN	NY	236370	GRAYS WHOLESALE		0	6		6	6	6	6	6	6	6	6	6	6	
162201	172645	SMITHS GROCERY	146 E ORVIS ST	MASSENA	NY	236370	GRAYS WHOLESALE		0	1		1	1	1	1	1	1	1	1	1	1	
162201	172662	ROBINSON'S MARKET	32 MARKET ST	POTSDAM	NY	236370	GRAYS WHOLESALE		0	1		1	1	1	1	1	1	1	1	1	1	
162201	575253	R & M CORNER MARKET	342 W MAIN ST	GOVERNEUR	NY	236370	GRAYS WHOLESALE		0	4		4	4	4	4	4	4	4	4	4	4	
162201	590828	C. J.'S	157 MARKET ST	POTSDAM	NY	236370	GRAYS WHOLESALE		0	1		1	1	1	1	1	1	1	1	1	1	
162201	632674	DUNNS GROCERY	MAIN ST	COLTON	NY	236370	GRAYS WHOLESALE		0	1		1	1	1	1	1	1	1	1	1	1	
162201	696070	MERCERS STOP & GO	21623 STATE ROUTE 232	WATERTOWN	NY	236370	GRAYS WHOLESALE		0	1		1	1	1	1	1	1	1	1	1	1	
162201	719918	MCGINNY'S	38198 STATE ROUTE 37	THERESA	NY	236370	GRAYS WHOLESALE		0	1		1	1	1	1	1	1	1	1	1	1	
162201	762908	GEARSBECK GROCERY	ROUTE 3	OSWEGATCHIE	NY	236370	GRAYS WHOLESALE		0	4		4	4	4	4	4	4	4	4	4	4	
162201	763168	NORPR/DBA BREEZE IN	BLACK LAKE RD BX1058	OGDENSBURG	NY	236370	GRAYS WHOLESALE		0	4		4	4	4	4	4	4	4	4	4	4	
162202	171532	MERCERS STOP & GO	32 E CHURCH ST	ADAMS	NY	236370	GRAYS WHOLESALE		0	6		6	6	6	6	6	6	6	6	6	6	
						236370	Total					30	30	30	30	30	30	30	30	30	30	30



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF/ PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH SALEM PROMOTIONS FOR SEPTEMBER AND OCTOBER 1997.
- YOUR WHOLESALER WILL SHIP .30¢ OFF / PACK AND \$3.00 OFF / CARTON PROMOTED PRODUCT ON A MONTHLY BASIS THROUGH YEAR END 1997. THIS PROMOTED PRODUCT IS TO BE PLACED INTO THE 40-PACK DISPLAY.
- R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ PER PACK PAYMENT FOR THIS PRODUCT AT STORE LEVEL.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51852 1824